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## **FIGHT CRIME AS CAPCOM®'S NEWEST SUPER HERO "*VIEWTIFUL JOE™*"**

### **- DELIVERS ASTOUNDING GRAPHICS AND INNOVATIVE GAMEPLAY FOR NINTENDO GAMECUBE™ -**

SUNNYVALE, Calif. – September 17, 2003 – Capcom®, a powerhouse in the multi-billion dollar video game industry, today announced **Viewtiful Joe™** for the Nintendo GameCube™. An all-new concept in video games, **Viewtiful Joe** blends the latest cel-shaded graphic advancements with classic side-scrolling action gameplay to introduce the world's quirkiest action superhero, Joe! In **Viewtiful Joe**, "Joe" is sucked into a movie world. **Viewtiful Joe** redefines the action genre by mixing innovative "viewpoint" fighting and amazing cartoon-noir environments, resulting in a visual experience unlike any other. **Viewtiful Joe** is the brainchild of Capcom's Atsushi Inaba, acclaimed producer of *Steel Battalion* and Hideki Kamiya, director of *Devil May Cry* and *Resident Evil 2*. Capcom plans to release **Viewtiful Joe** this October.

"**Viewtiful Joe** is a perfect combination of innovation and technology," said Todd Thorson, director of marketing at Capcom Entertainment. "When you see this game in action, the first thing that will strike you is the game's unique appeal for a classic action platform title. **Viewtiful Joe** showcases Capcom's legendary ability to bring innovative and original content to the video game industry."

**Viewtiful Joe** is a super hero with all the confidence, punch and style of a million-dollar action-hero caught in the world of a Hollywood movie. It begins as Joe and his girlfriend, Sylvia, are at the movies watching his favorite superhero, Captain Blue. Somehow, Sylvia is warped into the motion picture realm and it is up to Joe to fight the on-screen crime and rescue her. In the effort of saving his damsel in distress, Joe becomes more than just any ordinary dude. He gains new powers to perform special visual techniques that can be utilized to affect time and initiate a variety of devastating combos on foes. Joe's special powers can also be used to solve various inventive puzzles.

Players will progress through various quasi 2D/3D cel-shaded environments implementing Joe's visual effect abilities to bash enemies with beautiful style. It is up to gamers to activate the correct view mode, such as "Slow," a technique for instantaneously slowing down the action to inflict damage reminiscent of today's films, or "Mach Speed" to destroy enemies

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using a lighting-fast approach. The blend of a true comic book look and innovative stylized action will set Viewtiful Joe apart from all other games on the market.

***Viewtiful Joe** boasts the following features:*

- Re-defines action games! Innovative 2D/3D hybrid action and stunning visual effects.
- Vividly comic and funky cartoon-style visuals.
- Unique combat system – Use visual effect powers (VFX) to obliterate your enemies!
  - o Slow down – “Slow Power” lets Joe inflict detailed attacks and moves
  - o Speed up – “Mach Speed” gives Joe lightning fists of fury
  - o Zoom – Enhance the fighting experience by getting up close and personal to the action

Capcom Entertainment, headquartered in Sunnyvale, California, is a wholly owned subsidiary of Capcom, Co., Ltd. of Japan. A leading force in the multi-billion dollar interactive entertainment industry, Capcom’s legacy spans more than 22 years of entertaining video gamers. Capcom develops, markets, and distributes home video games for the PlayStation® game console, PlayStation®2 computer entertainment system, Nintendo GameCube™ and Xbox™ game consoles, Game Boy® Advance and Game Boy® Color Systems, personal computers, and coin-operated games. Worldwide recognizable product lines include the *Resident Evil*, *Street Fighter*, *Mega Man*, *Breath of Fire*, and *Onimusha* series. World headquarters in Osaka, Japan, the company also has offices in Tokyo, Hong Kong, London and Sunnyvale, California. The company is publicly traded on the Tokyo Stock Exchange code number 9697.

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